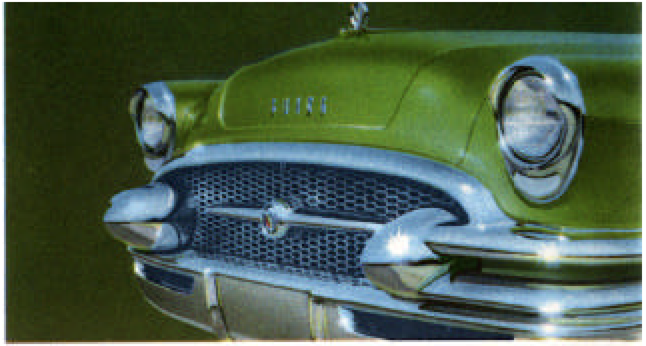

1955
Buick
Forefront of fashion
—Thrill of the year
BUICK



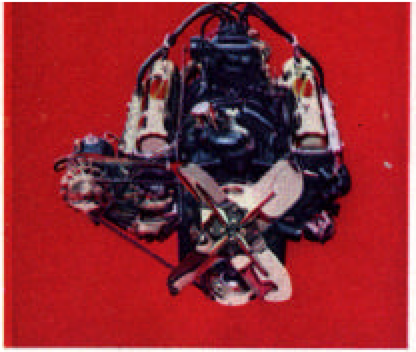


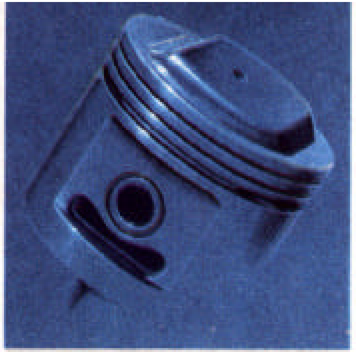


Thrilling new buy on

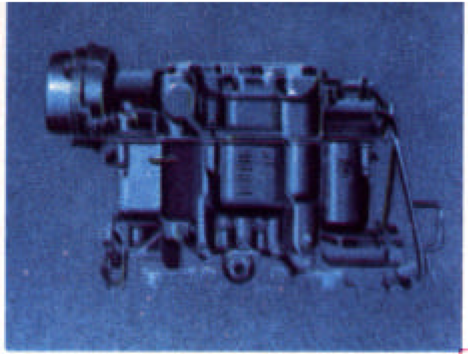
new styling

—*A bright new freshness forward, aft and all around*—It's here in the distinctive new Wide-Screen Grille and chrome-capped headlamp. It's there in the dramatic new swept-back tail light. It's inside with modern décors and a new tri-spoked steering wheel. It's everywhere in that low-lined, lithe new fashion that catches every eye. Here in Buick for 1955 is the style leadership of today and tomorrow—and the thrilling beauty buy for you.





New Full-Skirt Slotted Pistons—permit precision fit with minimum friction, less power loss. Continue the lowest stroke to bore ratio of any V8 in passenger car production.



New Freer-Breathing Design—increases power efficiency with bigger open-throat 4-Barrel Airpower Carburetor, oversize T-Type Intake Manifolds, larger exhaust valves and ports and higher-lift cams.

every score... BUICK for 1955

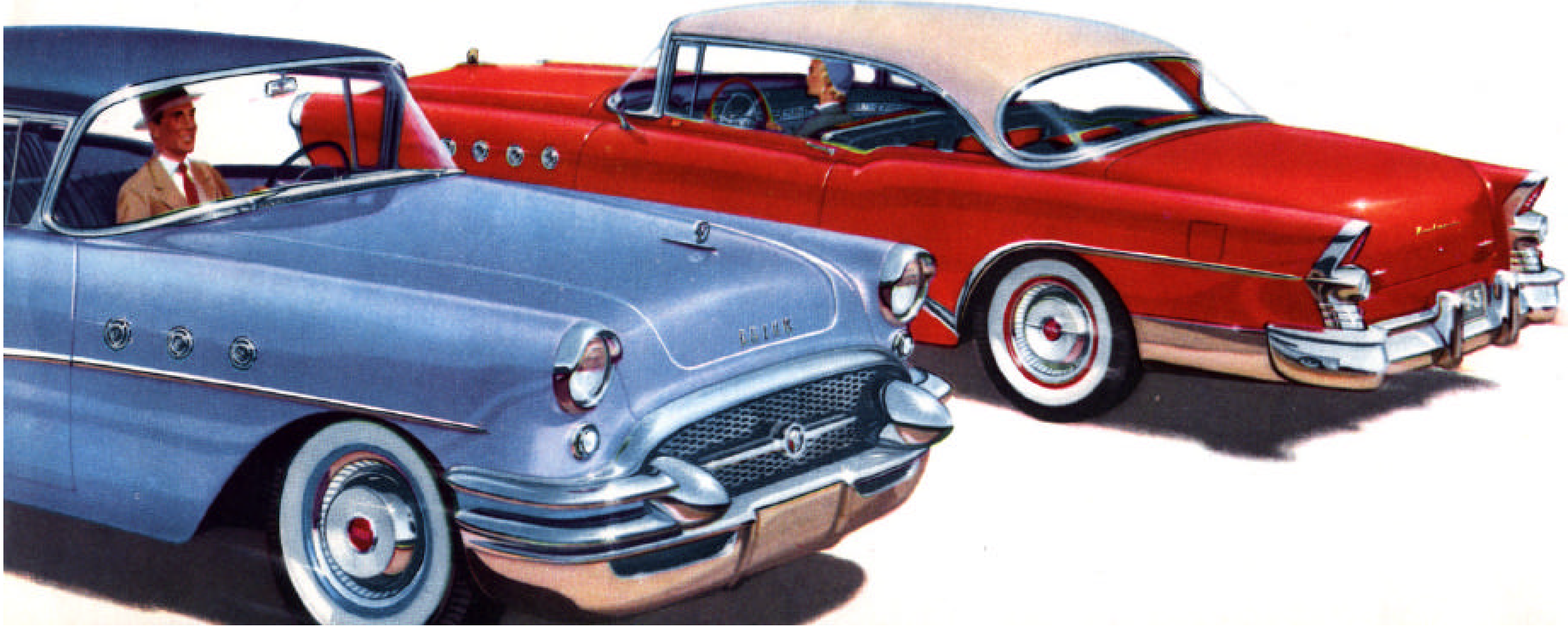
new power and new mileage

With the new Full-Skirt Slotted Pistons and freer-breathing design of the 1955 V8 engine, Buick continues its never-ending advance in power and performance in every Series. ROADMASTER, SUPER and CENTURY hit new highs of 236 horsepower, and the SPECIAL hits a new high of 188 horsepower. Compression ratios are as high as 9.0 to 1—a record for Buick and the industry. And thanks to the V8's increased power efficiency, plus the new cruising economy of Variable Pitch Dynaflow, the 1955 Buick delivers up to 4.8 more miles per gallon than Buicks of six years ago.

PLUS New Moraine Connecting Rod Bearings ★ New Constant-Flow Oil Return System ★ Vertical Valves ★ Centered Spark Plugs ★ Power-Head Combustion ★ 12-Volt Electrical System ★ Dynamic Flow Muffler

And a whole new field of acceleration is tapped . . .

new



performance . . .

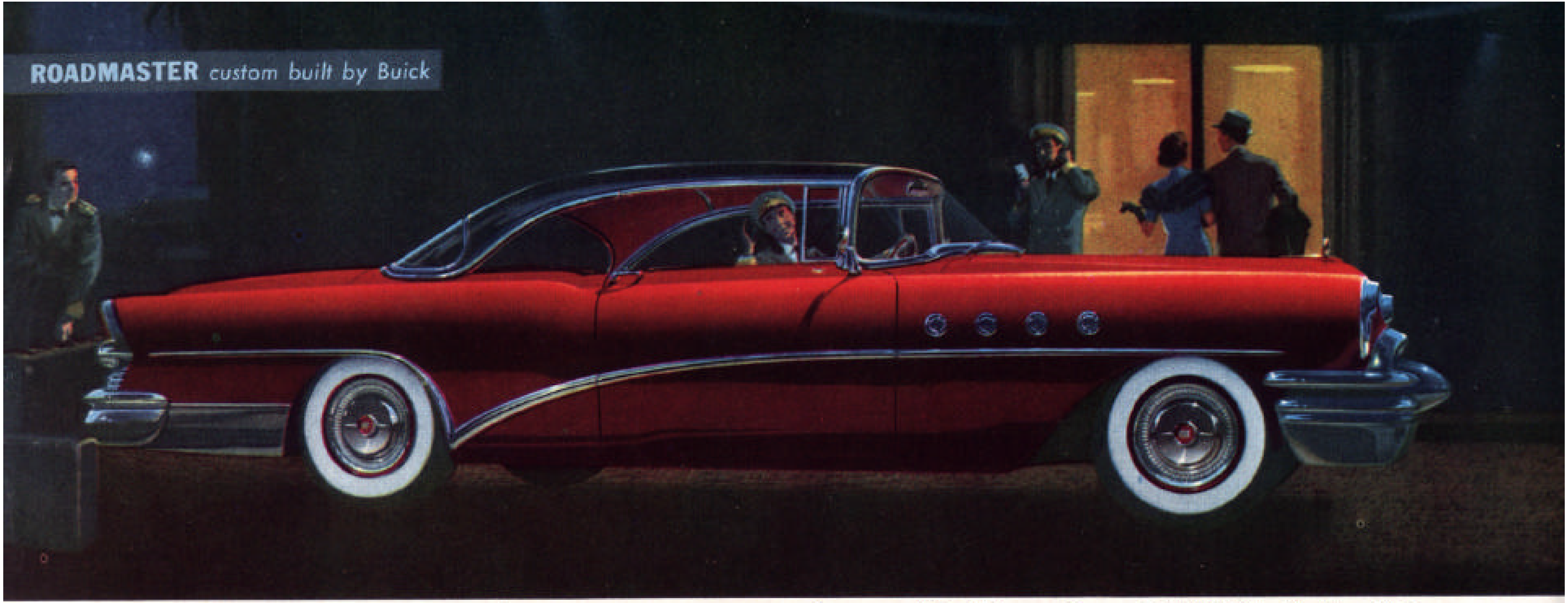
—Buick brings a history-making advance to transmission engineering with the new Variable Pitch Dynaflow—What the variable pitch propeller does for aircraft take-off and climb, this new transmission does for Buick getaway and acceleration. It gives spectacular performance. It gives greater economy.

Inside a 1955 Dynaflow unit, twenty little propeller-like blades change their pitch in oil like a modern plane's propellers change their pitch in air. One pitch is for swift take-off, the other for economical cruising.

So when you want instant getaway from a standstill—or, far more important, when you want to make a quick pass in a short distance—you simply press the accelerator to the floor board. And you're away in a safety-surge of power.

Then, when you're back in lane, ease up on the accelerator and Variable Pitch Dynaflow resumes traveling in its new gas-saving cruising range.

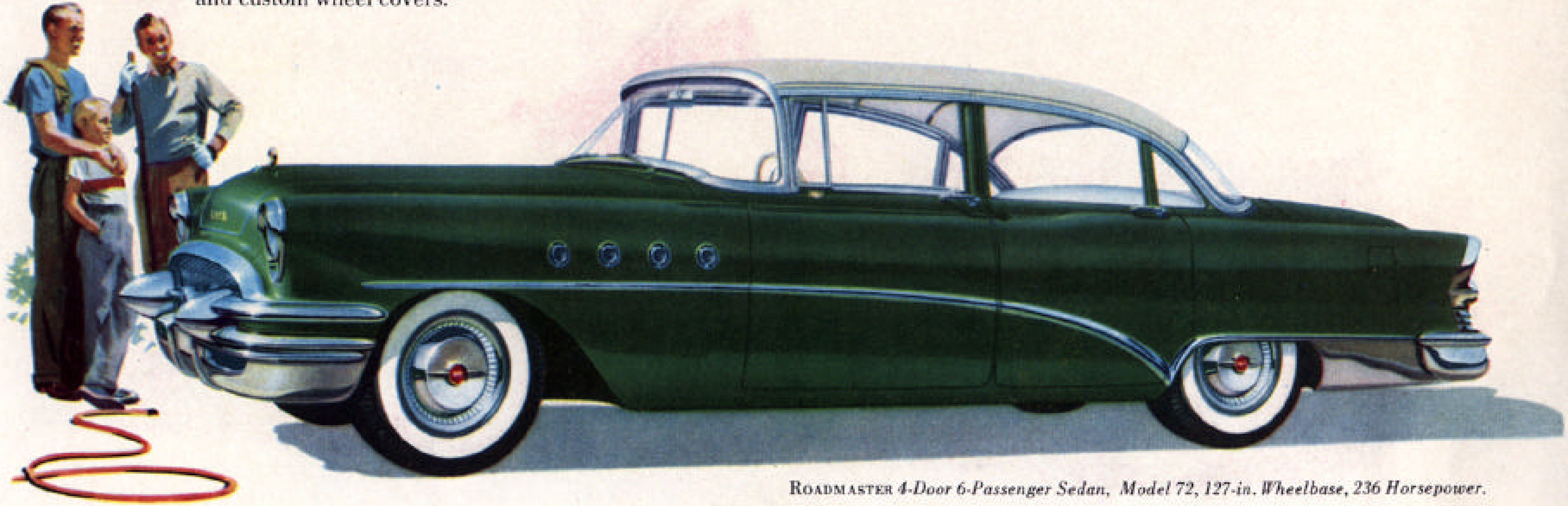
The limitless thrills of Variable Pitch Dynaflow can be known only by experience. There has never been anything like it before. *(Standard on* ROADMASTER, *optional at extra cost in all other Series.)*



ROADMASTER *2-Door 6-Passenger* RIVIERA, *Model 76R, 127-in. Wheelbase, 236 Horsepower.*

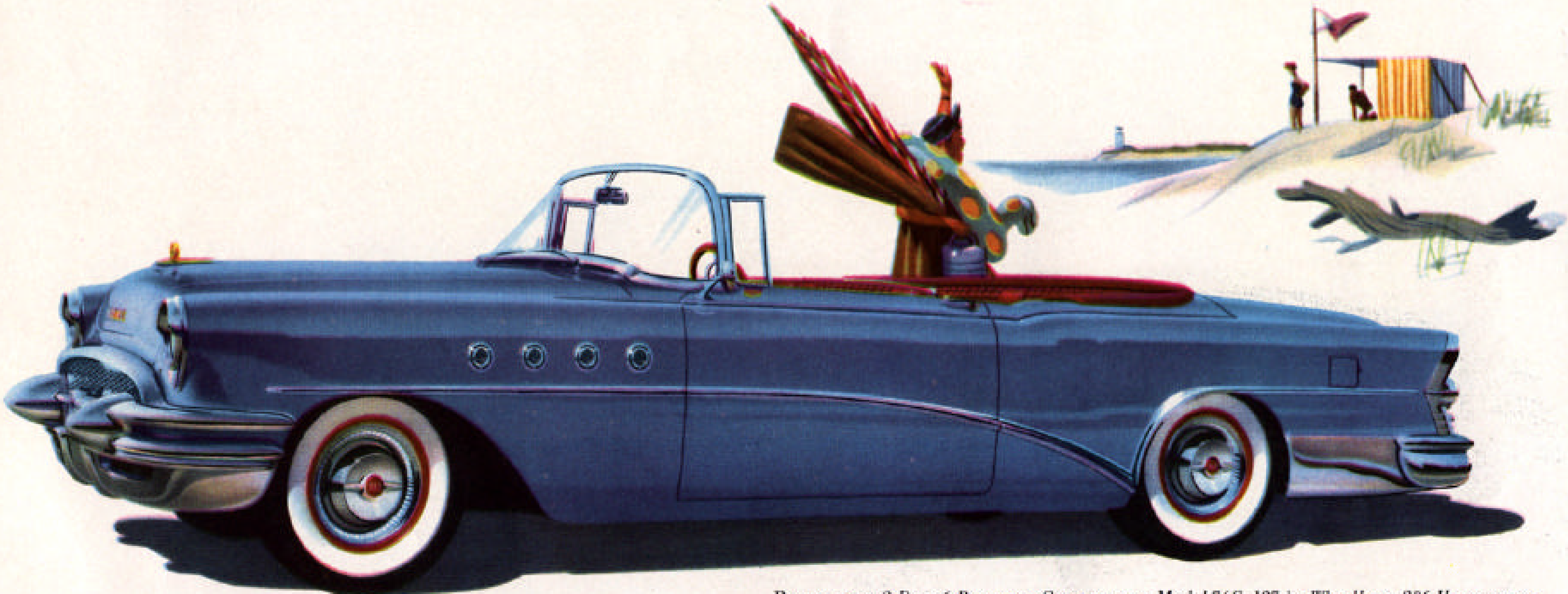
Finest worth in the fine-car field is ROADMASTER. This 236 V8 horsepower Riviera, for example, has added headroom—yet its exterior styling is lower-profiled with true custom-car flair. Windows and horizontal seat adjustment are electrically controlled.

This regal-riding ROADMASTER Sedan has a tapering new curve of rear window posts, plus a built-in sun visor up front and rain coves over all 4 doors. Included in ROADMASTER price—ten luxurious upholstery choices for the Sedan and Riviera including gold- and silver-brocaded fabrics, plus Variable Pitch Dynaflow and Buick Safety Power Steering, back-up lights, brake warning light, electric clock, windshield washer and custom wheel covers.



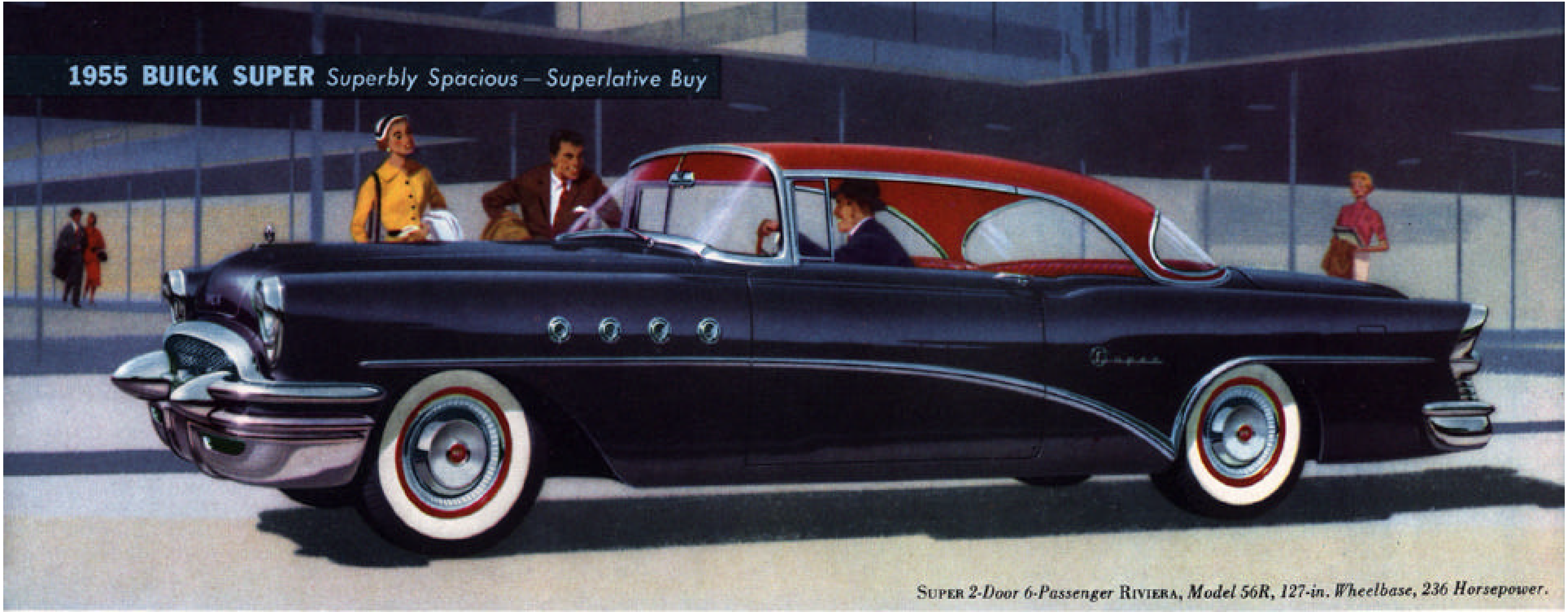
ROADMASTER *4-Door 6-Passenger Sedan, Model 72, 127-in. Wheelbase, 236 Horsepower.*

This distinguished Convertible offers such ROADMASTER extras as choice of five different colors of leather upholstery, Redliner Speedometer, trip mileage indicator, double-depth foam rubber seat cushions *plus* electrically controlled windows and horizontal front-seat adjustment.



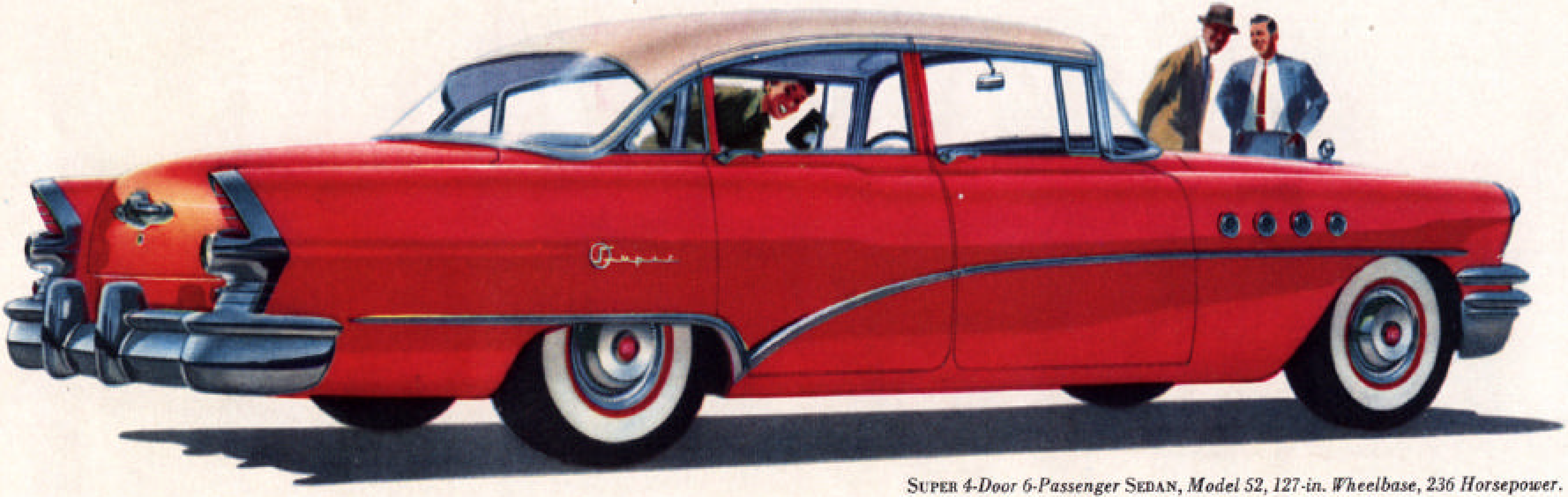
ROADMASTER *2-Door 6-Passenger* CONVERTIBLE, *Model 76C, 127-in. Wheelbase, 236 Horsepower.*

1955 BUICK SUPER *Superbly Spacious — Superlative Buy*



SUPER 2-Door 6-Passenger RIVIERA, *Model 56R, 127-in. Wheelbase, 236 Horsepower.*

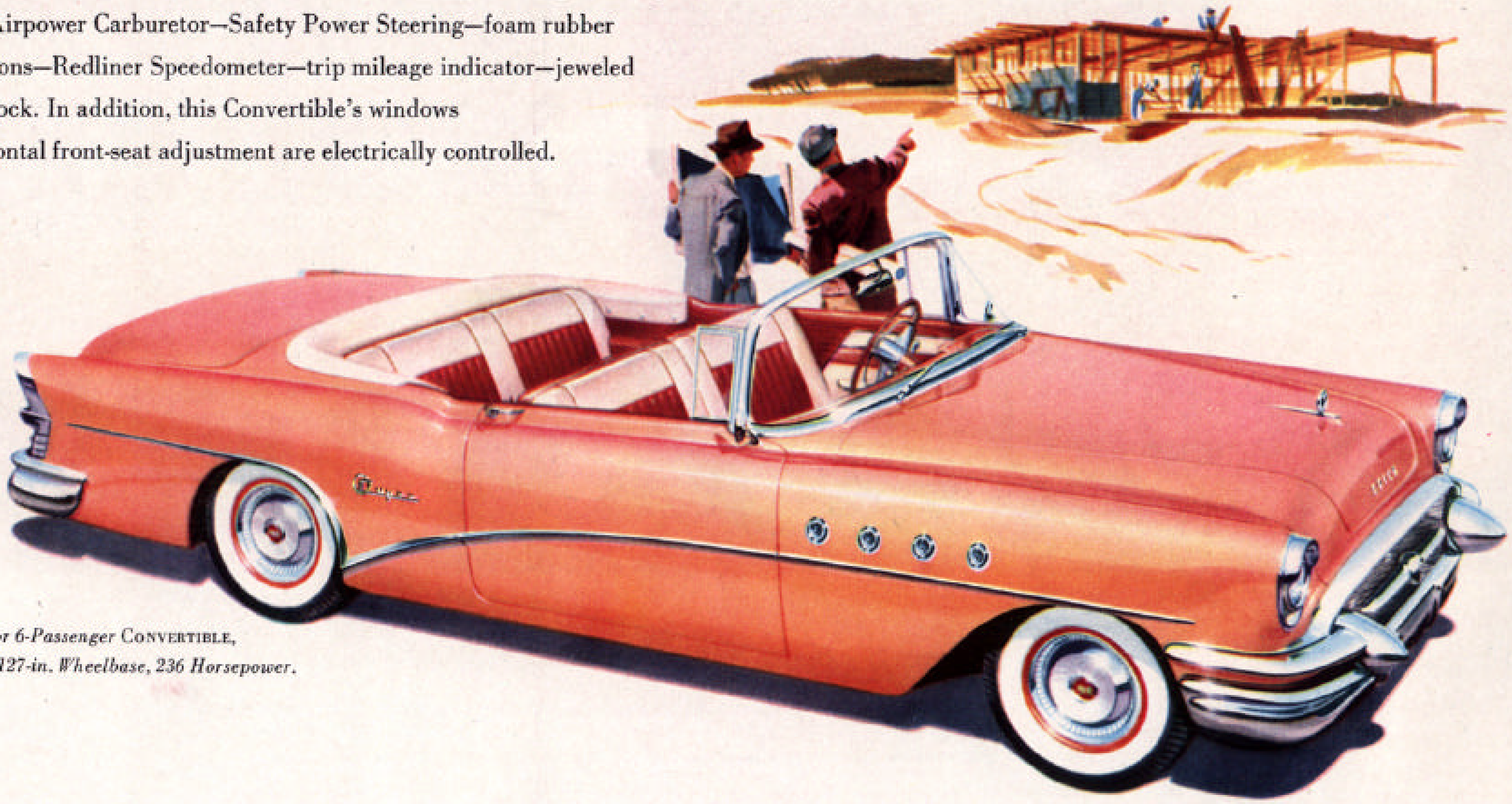
The 1955 SUPER is your stand-out value in the medium-price field. This roomy and rakishly styled Riviera—and every SUPER—brings brand-new performance—236 V8 horsepower with the smooth, surging acceleration of Variable Pitch Dynaflow, Safety Power Steering and the world's most buoyantly level ride.



Super 4-Door 6-Passenger Sedan, *Model 52, 127-in. Wheelbase, 236 Horsepower.*

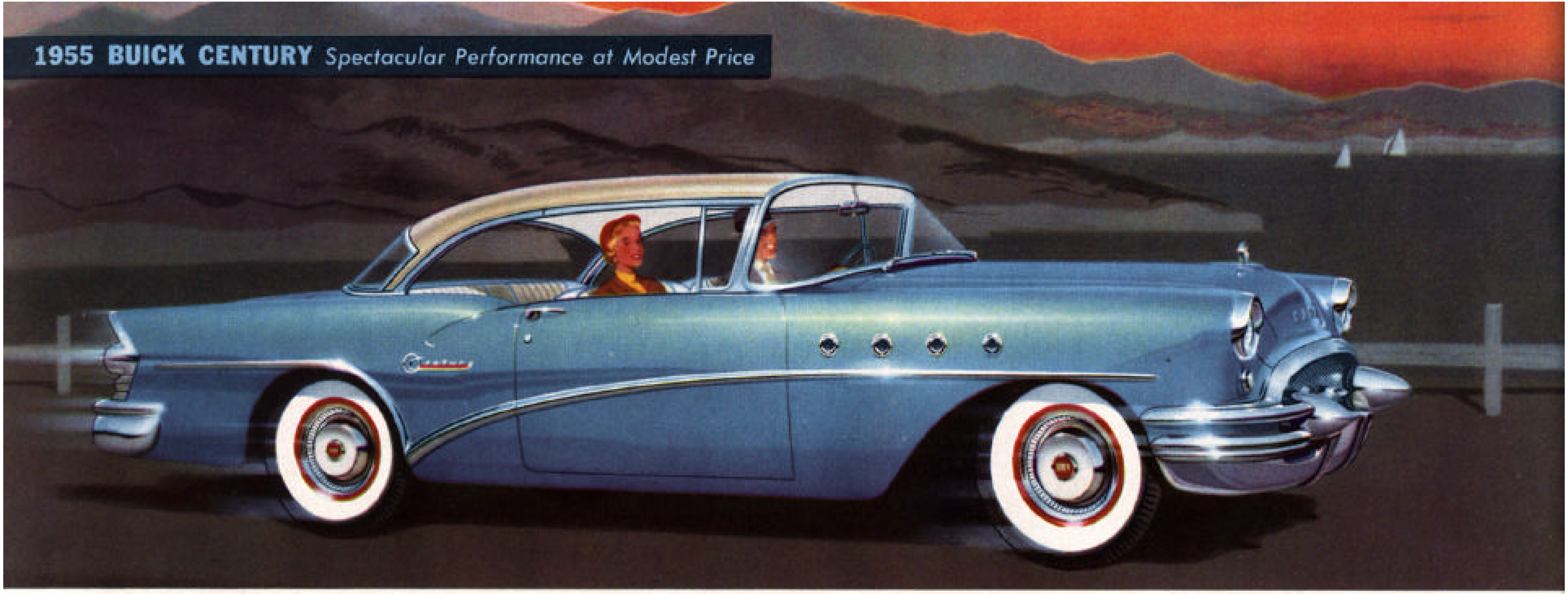
This is the roomiest six-passenger Sedan in the industry. Front and rear seat hiproom, for example, measure 64.9 inches and 65.7 inches, respectively. Interiors are fitted out in lustrous nylon and rich cordaveen. For a touch of exterior beauty, note the new rear windshield treatment and swept-back front wheel cut. Note also the built-in sun visor and rain coves.

This dashing number brings you such SUPER extras as Buick's gas-saving 4-Barrel Airpower Carburetor—Safety Power Steering—foam rubber seat cushions—Redliner Speedometer—trip mileage indicator—jeweled electric clock. In addition, this Convertible's windows and horizontal front-seat adjustment are electrically controlled.



SUPER *2-Door 6-Passenger* CONVERTIBLE,
Model 56C, 127-in. Wheelbase, 236 Horsepower.

1955 BUICK CENTURY *Spectacular Performance at Modest Price*



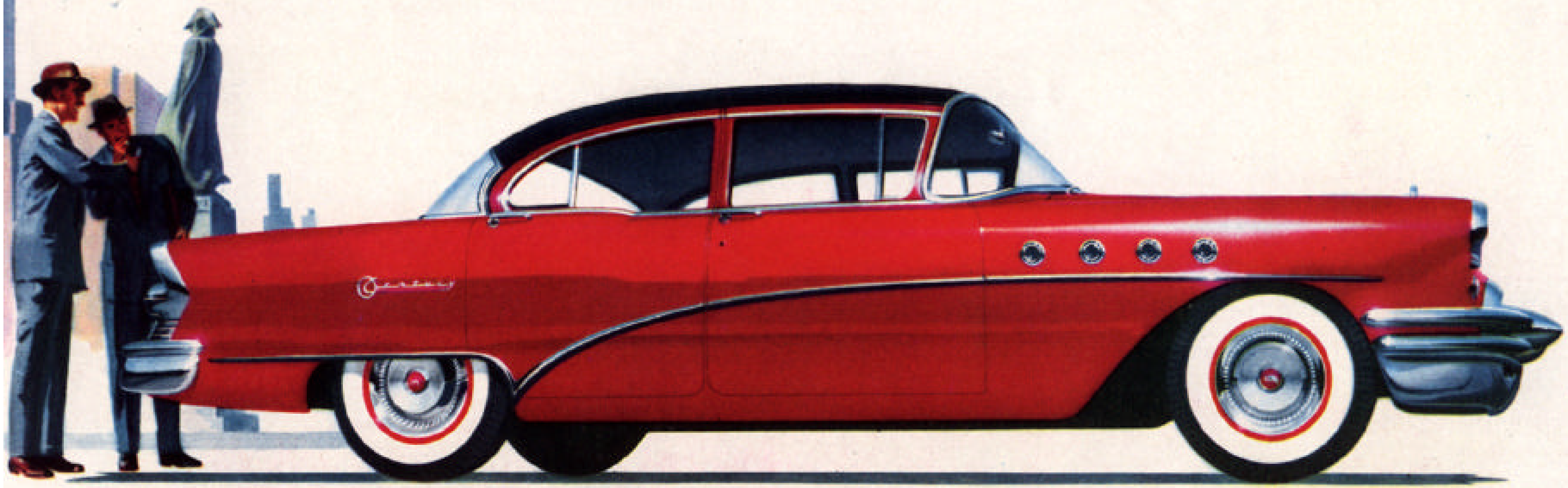
CENTURY 2-Door 6-Passenger Riviera, Model 66R, 122-in. Wheelbase, 236 Horsepower.

This sports-car-styled Riviera—or any 1955 CENTURY—packs Buick's mightiest V8 engine—236 horsepower—on Buick's most compact wheelbase of 122 inches—and delivers just above Buick's lowest prices. Thus, the CENTURY offers you the highest-horsepower-per-dollar of any car in America today.

Stepping out with new verve in '55, this powerful Century Convertible has a sleek, low style look coming and going. Interiors of all Centuries are of a custom quality high above their modest cost. Windows and horizontal front-seat adjustment in the Convertible are electrically operated and its leather upholstery comes in your choice of 5 color combinations.



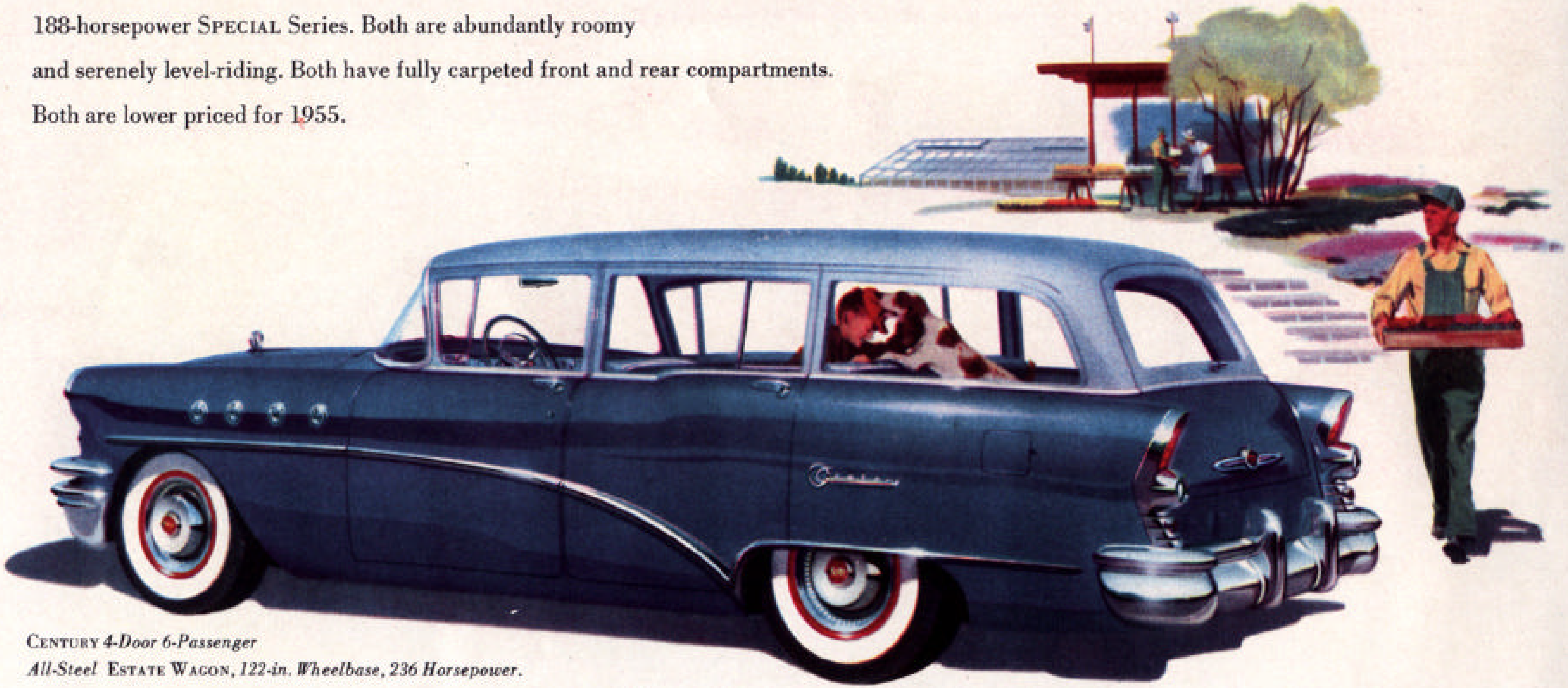
Century *2-Door 6-Passenger Convertible, Model 66C, 122-in. Wheelbase, 236 Horsepower.*



CENTURY *4-Door 6-Passenger Sedan, Model 61, 122-in. Wheelbase, 236 Horsepower.*

You'll find this roomy CENTURY Sedan is as level-riding as it is powerful. And the thrills of handling it—especially with Variable Pitch Dynaflow — can be known only by experience. Included in CENTURY price: Redliner Speedometer and trip mileage indicator, new gas-saving 4-Barrel Airpower Carburetor, Foamtex rubber seat cushions, and jeweled electric clock.

This smartly styled Buick all-steel Estate Wagon is available both in the brilliantly performing 236-horsepower Century edition (shown here) and the budget-priced 188-horsepower Special Series. Both are abundantly roomy and serenely level-riding. Both have fully carpeted front and rear compartments. Both are lower priced for 1955.



Century *4-Door 6-Passenger*
All-Steel Estate Wagon, *122-in. Wheelbase, 236 Horsepower.*

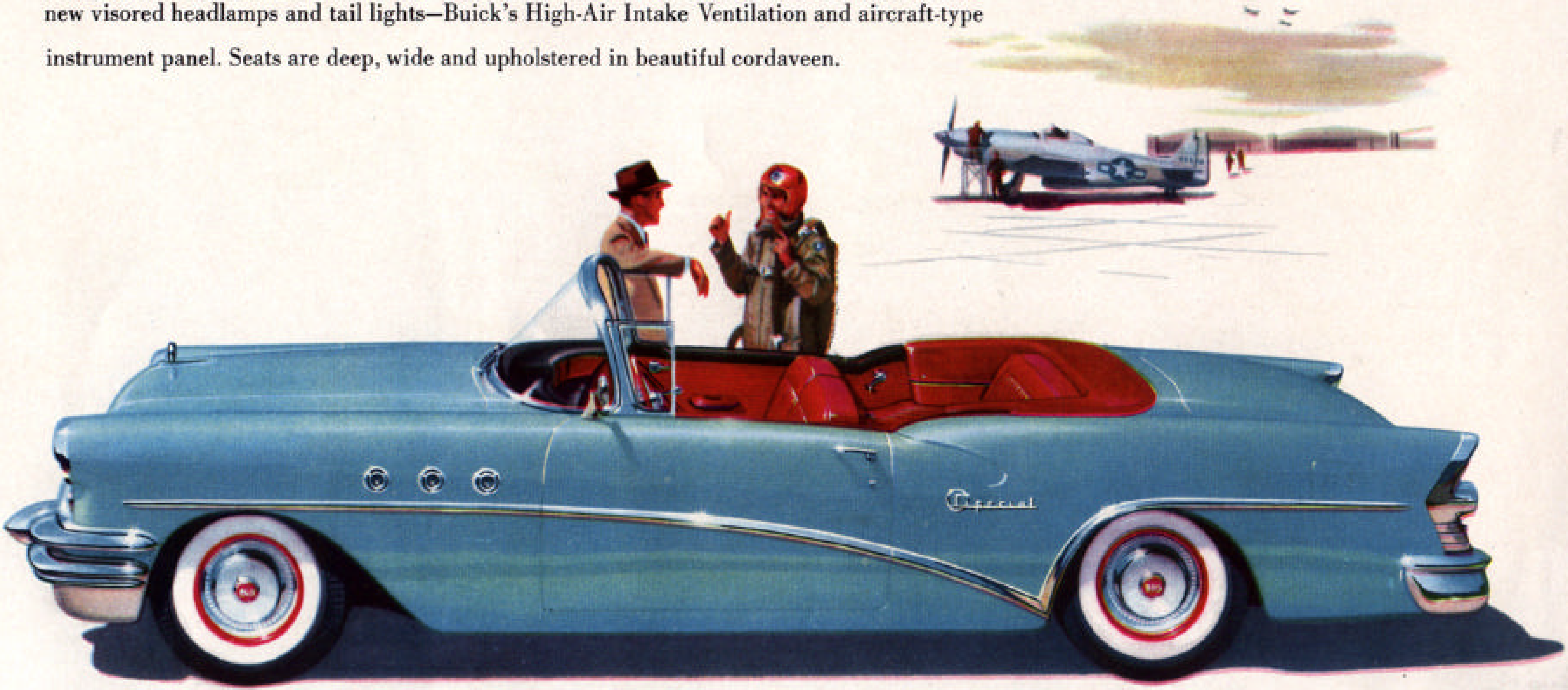


SPECIAL *2-Door 6-Passenger* RIVIERA, *Model 46R, 122-in. Wheelbase, 188 Horsepower.*

Buick SPECIAL prices start just a few dollars over America's lowest. There the similarity ends.

For in this lively Riviera—and in all SPECIALS—there's high-fashion Buick beauty—solid Buick value in ride, and roominess—sparkling performance with a new 188-horsepower V8 engine.

Here, in this budget-priced 1955 SPECIAL Convertible, are racy, lower lines of fenders and hood—new visored headlamps and tail lights—Buick's High-Air Intake Ventilation and aircraft-type instrument panel. Seats are deep, wide and upholstered in beautiful cordaveen.



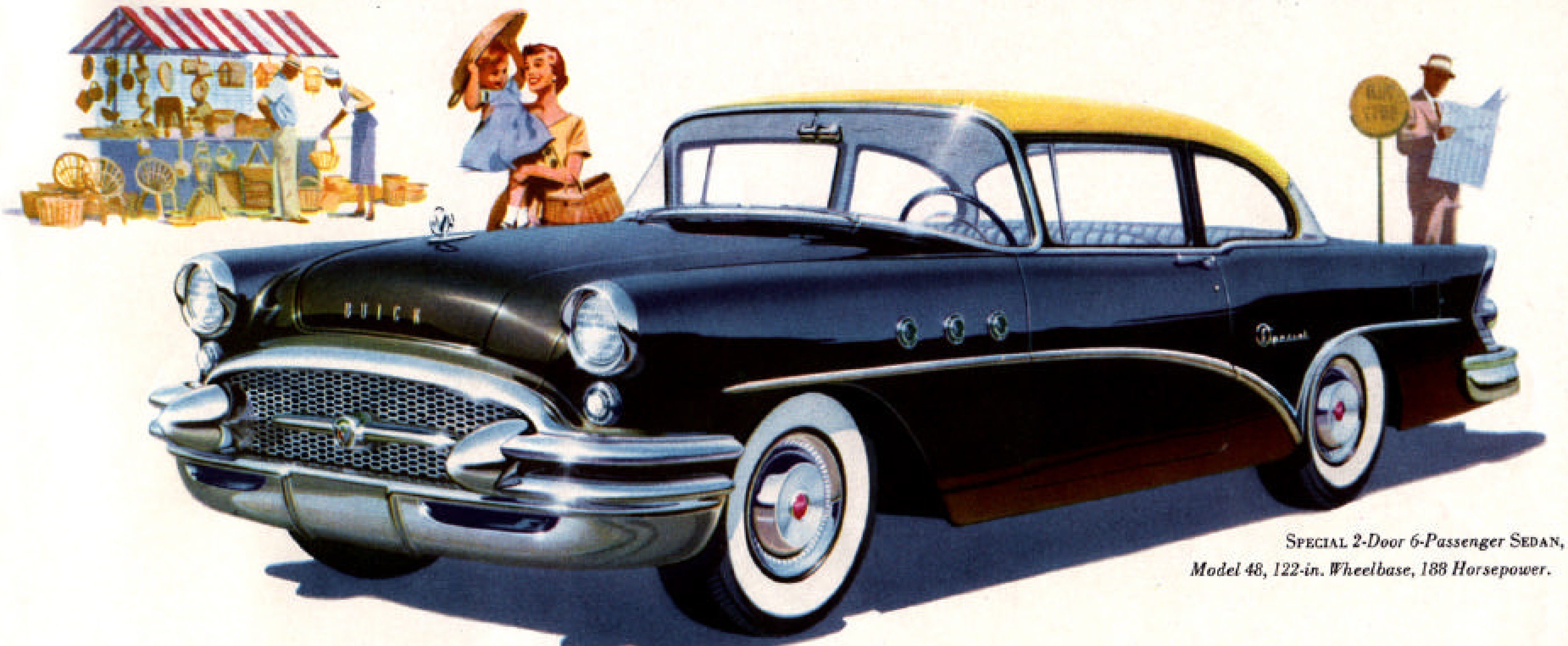
SPECIAL *2-Door 6-Passenger* CONVERTIBLE, *Model 46C, 122-in. Wheelbase, 188 Horsepower.*

This roomy SPECIAL Sedan comes delivered at a surprisingly low price for 1955.

Your SPECIAL can be equipped with such optional Buick features as Variable Pitch Dynaflow, Buick Safety Power Steering, Improved Power Brakes, Redliner Speedometer and trip mileage indicator—even Buick's draft-free Airconditioner (in the 4-Door Sedan and Riviera).



SPECIAL *4-Door 6-Passenger* SEDAN,
Model 41, 122-in. Wheelbase, 188 Horsepower.



SPECIAL 2-Door 6-Passenger SEDAN,
Model 48, 122-in. Wheelbase, 188 Horsepower.

Sports-car look of this lowest-priced Buick is now highlighted by fully exposed wheels. Included in SPECIAL's bedrock price: Direction signals, side armrests front and rear, sliding sunshades, StepOn self-locking parking brake, heavy insulation against heat and sound.

When better automobiles are built BUICK will build them

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